



# Accelerating Innovation: New Organizational Business Models Workshop and Networking Event

## for NASA Human Health and Performance Center Members

November 6 - 7, 2013

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**Tim Bernstein** joined yet2.com in 2001 and currently serves as Chief Operating Officer and member of the board.

Mr. Bernstein provides a leadership and execution role in defining and delivering yet2.com's consulting and licensing services. Areas of particular focus over the last two years have been driving the development of technology acquisition offerings for yet2.com's "buyside" clients, and facilitating technology transfer deals. Mr. Bernstein spends significant time delivering a wide range of IP consulting services to clients, from analytical portfolio analysis to detailed technology and technology need evaluations to deal-assessment and execution.

In addition to Mr. Bernstein's hands-on experience, he has an educational background in the IP industry including his Masters Thesis, which recommended improved licensing strategies for technology licensing out of universities. Prior to yet2.com, he designed and launched products for high-tech startup companies in Boston and in Silicon Valley. In addition to a Masters in Public Policy, Mr. Bernstein has an MBA from Stanford University with an emphasis on entrepreneurial studies, and a BA from Yale University in Economics and Political Science.



**Genie Bopp** is the Department Manager for the Research and Operations Department of the Bioastronautics contract supporting NASA JSC Health and Human Performance Directorate.

She joined Krug Life Sciences (now Wyle) in the Space Station Science Office in 1987, and has served in multiple positions which encompass the areas of space medicine, medical operations, program planning and integration, spaceflight physiologic research, environmental monitoring and human factors, including: Shuttle Flight Experiments Coordinator, Extended Duration Orbiter Medical Project manager, Medical Sciences Flight Projects manager, and Space Medicine Group manager.

She is a graduate of the University of Cincinnati and of the University of Houston Executive Development Program. She is a certified Kepner Tregoe Project Management Instructor and leads Project Management classes tailored to Aerospace and science management for Wyle and Aerospace team members

Genie has held several positions in the Aerospace community including the President of the Space Medicine Association, the Chair of the Aerospace Medicine Associate Fellows, member of the AsMA Executive Council and the co-chair of the ASMA history committee. In 2011, she was elected Fellow of the Aerospace Medicine Association and is a current member of the AsMA Council.

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**Lynn Buquo** currently serves as Manager of The NASA Center of Excellence for Collaborative Innovation (CoECI) led out of NASA's Human Exploration Directorate at Headquarters and supported by the Human Health and Performance Directorate at the Johnson Space Center. She works with a small, superb team of individuals from across the Agency and Harvard University focused on using open innovation practices, particularly crowdsourcing, to accelerate and augment how the government meets its mission while advancing the science of innovation. Additionally, she continues to serve in the Human Health and Performance Directorate driving innovation in and implementation of improved information management practices. Ms. Buquo has been with NASA for 24 years. She has a Master's Degree from the University of Cincinnati.



**Carissa Callini** is the Innovation, Integration and Implementation Team Lead for Wyle's Science, Technology and Engineering Group. She and her team are responsible for implementing and executing initiatives in support of the Human Health and Performance Directorate at the NASA Johnson Space Center, the NASA Human Health and Performance Center (NHHPC) and the Center of Excellence for Collaborative Innovation (CoECI). Ms. Callini has a variety of experience which includes project management, new business development, technical marketing, strategic communications, social media communications and network building. Prior to joining Wyle, she was responsible for new business development analysis and technical project development for a global chemical company. Ms. Callini holds a BS in Chemistry from the University of Texas and a MBA from the University of Houston - Clear Lake.



**Nancy Conrad** created the Conrad Foundation in 2008 to energize and engage students in science and technology through unique entrepreneurial opportunities. The organization's flagship program, the Spirit of Innovation Challenge, is a global competition challenging students to combine education, innovation and entrepreneurship to create products that address real-world challenges and global sustainability. By enabling young minds to connect education, innovation and entrepreneurship, the Foundation helps provide a bold platform for enriching the innovative workforce of the future.

Ms. Conrad has been a featured speaker at national and international conferences. Her presentations include TED Long Beach, the Legatum Institute at MIT, and, at the invitation of HM King Abdullah Bin Abdul-Aziz, she spoke at the Global Competitiveness Forum in Riyadh, Saudi Arabia. She also presented at the Global Diversity Leadership Conference at Harvard University and the National Modeling and Simulation Coalition conference. As a leader in transformative education, she has testified before the U.S. House of Representatives Committee on Science, Space and Technology detailing how the Conrad Foundation exemplifies the use of partnership and mentorship to improve STEM education.



**Dr. Jeffrey R. (Jeff) Davis** currently serves as Director, Human Health and Performance (HH&P) and as the Chief Medical Officer for the NASA Johnson Space Center. The HH&P Directorate provides the research and technology development required for exploration as well as all human health and performance support to space flight operations of the International Space Station. The core capabilities in the directorate include space medicine; biomedical research and countermeasures; environmental monitoring; habitability and human factors; strategic planning, benchmarking, and communication; and open innovation/collaboration. Dr. Davis serves as the Director, NASA Human Health and Performance Center (NHHPC), a collaborative organization across government, industry, academia and non-profit organizations; and Deputy Director of the

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Center of Excellence for Collaborative Innovation (CoECI), a collaborative center to promote the use of prizes within the federal government. Dr. Davis received his B.S. degree in Biology from Stanford University and M.D. degree from the University of California at San Diego. He also holds a Master of Science (MPH equivalent) degree from Wright State University.



**Dr. Dorit Donoviel** is the Deputy Chief Scientist and Industry Forum Lead for The National Space Biomedical Research Institute (NSBRI) where she oversees the diverse portfolio of science and technology research and development projects that address the challenges faced by humans in space. She is lead for the Industry Forum which facilitates the commercialization of NSBRI funded products for Earth-based markets. Dr. Donoviel is also an Assistant Professor in the Department of Pharmacology and Center for Space Medicine at the Baylor College of Medicine.

Dr. Donoviel graduated from the University of California at San Diego and went on to receive a doctorate degree in Biochemistry from the University of Washington. She completed a Human Frontiers post-doctoral fellowship at the Samuel Lunenfeld Research Institute at Mount Sinai Hospital in Toronto, Canada where she created mouse genetic models for Alzheimer Disease.

Dr. Donoviel worked in Pharmaceutical Discovery for 8 years at Lexicon Pharmaceuticals, a biotechnology company based in The Woodlands, Texas. She managed a metabolism research group that identified and validated targets for drug discovery by using in-vivo functional genomics technology, and developed small molecule compounds, antibody, and protein therapeutics against these validated targets.



**William Eggers** is a leading authority on government reform, and is responsible for research and thought leadership for Deloitte's Public Sector industry practice. He is the author of eight books, including his newest, co-authored with Paul Macmillan, *The Solution Revolution: How Business, Government, and Social Enterprises are Teaming up to Solve Society's Biggest Problems* (Harvard Business Press, September 2013). He coined the term Government 2.0 in a book of the same name.

His other books include the Washington Post best seller *If We Can Put a Man on the Moon: Getting Big Things Done in Government* (Harvard Business Press, 2009), *Governing by Network* (Brookings Institution Press, 2004), and *The Public Innovator's Playbook* (Deloitte Research 2009). His books have won numerous awards including the Louis Brownlow Award for best book on public management, the Sir Antony Fisher Memorial Award for best book promoting an understanding of the free economy, and the Roe Award for leadership and innovation in public policy research.

A former manager of the Texas Performance Review and appointee to the U.S. Office of Management and Budget's Performance Assessment Rating Tool (PART) Advisory Board, Mr. Eggers has advised governments around the world. He gives close to 100 speeches a year and his commentary has appeared in dozens of major media outlets including the New York Times, Wall Street Journal, The Washington Post, The Guardian and the Chicago Tribune.



**Philip Fasano** is executive vice president and chief information officer of Kaiser Permanente, the nation's largest not-for-profit health plan and health care provider, with annual operating revenue in excess of \$42 billion. Kaiser Permanente serves more than 8.8 million members, focusing on prevention and affordable health care for the members and communities it serves through the use of evidence-based medicine and industry-leading technology.

A nationally recognized leader, Mr. Fasano was named one of Computerworld's Top 100 IT Leaders

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for 2010 for exceptional technology leadership and effectively managed IT strategies. Since joining Kaiser Permanente in 2007, Fasano has been directing the 6,000 employees of the IT organization in support of a vision of real-time, personalized health care for its members. Under Mr. Fasano's leadership, the company creates better tools and platforms to deliver smarter, more connected care that is also preventative and affordable.

Mr. Fasano serves as co-chair for CIO Leadership Network's San Francisco CIO Executive Summit, a community developed for the specific needs of chief information officers and senior IT leaders. Mr. Fasano also provides technology and health care industry leadership as a member of the board of directors of NICRE-Veterans Health Research Institute, the Oracle CIO Customer Advisory Board, and Sierra Ventures CIO Advisory Board.

Prior to joining Kaiser Permanente, Mr. Fasano served in information technology leadership roles in some of the nation's top finance companies, including Capital One Financial Group, JP Morgan, and Deutsche Financial Services, a division of Deutsche Bank. Mr. Fasano earned his master's in business administration from Long Island University and his bachelor's degree in computer science from the New York Institute of Technology.



**Jenn Gustetic's** experience has focused on the public sector with concentrations on grant challenge development, prize and grants management, open government, innovation, public private partnerships, and technology policy. In her current role at NASA, she coordinates prizes and challenges for the Chief Technologist.

Ms. Gustetic is experienced with social media and has led the development of a federal government blog from conception to operations. She also maintains her own blog at [www.jenngustetic.me/](http://www.jenngustetic.me/) wordpress. She speaks often at events and has authored several papers on many topics including security policy, harnessing public-private partnerships to optimize public service delivery, and the evolution of e-democracy. She is also the co-founder of the Design Thinking DC meetup group, which strives to inject design thinking into solving some of our nation's toughest problems.



**Cathy Johnson** represents the Satellite Application Catapult's activities in the United States and is also the lead for Theme 8 (Exports, Inward Investment and International Partnerships) for the UK's Space Innovation & Growth Strategy Review. The Satellite Applications Catapult is an independent innovation and technology company, created to foster growth across the economy through the exploitation of space. It helps organisations make use of and benefit from satellite technologies, and brings together multi-disciplinary teams to generate ideas and solutions in an open innovation environment. The Satellite Applications Catapult is one of a network of centres established by the UK Government to accelerate the take up of emerging technologies and drive economic growth. A not for profit company, the Catapult provides facilities, platforms and expert knowledge to enable the translation of ideas from concept to market.

Cathy's US based activities include working with economic development and research organisations to coordinate market-led programmes, which parallel the Catapult's activity. The focus is on businesses and organisations in non-space sectors that could potentially benefit from the development of new space enabled applications and services.

Cathy has worked in the space sector for the past four years and had a key role in helping to establish the Catapult and its predecessor organisation. Prior to this she headed up the European Inward Investment team at the South East England Development Agency. She has a degree in Geography and diploma in Town & Country Planning.



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**Karim R. Lakhani** is the Lumry Family Associate Professor of Business Administration at the Harvard Business School and the Principal Investigator of the Harvard-NASA Tournament Lab at the Institute for Quantitative Social Science. He specializes in the management of technological innovation in firms and communities. His research is on distributed innovation systems and the movement of innovative activity to the edges of organizations and into communities. He has extensively studied the emergence of open source software communities and their unique innovation and product development strategies. He has also investigated how critical knowledge from outside of the organization can be accessed through innovation contests. Currently Professor Lakhani is investigating incentives and behavior in contests and the mechanisms behind scientific team formation through field experiments on the TopCoder platform and the Harvard Medical School.

Professor Lakhani's research on distributed innovation has been published in Harvard Business Review, Innovations, Management Science, Nature Biotechnology, Organization Science, Research Policy and the Sloan Management Review. He is the co-editor of Perspectives on Free and Open Source Software (MIT Press), a book on community-based innovation. He has also published teaching cases on leading organizations practicing distributed innovation including: Data.gov, InnoCentive, Google, Myelin Repair Foundation, SAP, Threadless, TopCoder and Wikipedia. His research has been featured in publications like BusinessWeek, The Boston Globe, The Economist, Fast Company, Inc., The New York Times, The New York Academy of Sciences Magazine, Science, The Wall Street Journal, The Washington Post, and Wired.

Professor Lakhani was awarded his Ph.D. in management from the Massachusetts Institute of Technology. He also holds an MS degree in Technology and Policy from MIT, and a Bachelor's degree in Electrical Engineering and Management from McMaster University in Canada. Prior to joining HBS he served as a Lecturer in the Technology, Innovation and Entrepreneurship group at MIT's Sloan School of Management. Professor Lakhani has also worked in sales, marketing and new product development roles at GE Healthcare and was a consultant with The Boston Consulting Group.



**Dr. Charles D. Liarakos** received a Bachelor of Arts degree in biology from the State University of New York at Buffalo in 1968, and a Ph.D. in biochemistry from Vanderbilt University in 1973. After completing a postdoctoral fellowship in the Department of Pharmacology at Baylor College of Medicine, Dr. Liarakos held medical school faculty appointments at Baylor College of Medicine, Mayo Clinic, the University of Arkansas for Medical Sciences and the University of Tennessee, Memphis, where he taught biochemistry and molecular biology and did research in the field of RNA biochemistry and translational regulation. Since 1994, Dr. Liarakos has served three separate tours of duty in the Biology Directorate at the National Science Foundation as Program Director, Deputy Division Director and Senior Policy Advisor in the Office of the Assistant Director for Biology. Prior to returning to the NSF, Dr. Liarakos held positions as Director of Scientific Review for Autism Speaks (2006 – 2007), and as Chief Scientist and Director of Peer Review (1999 – 2005) for NASA Peer Review Services and NASA Research and Education Support Services, where he managed the independent peer review of ground and flight research proposals in the life and physical sciences for NASA and the National Space Biomedical Research Institute. In 2010 Dr. Liarakos was elected a Fellow of the American Association for the Advancement of Science.

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**Leland D. Melvin**, NASA associate administrator for education, is responsible for the development and implementation of the agency's education programs that strengthen student involvement and public awareness about its scientific goals and missions. In this role, he leads the agency in inspiring interest in science, technology, engineering and mathematics, or STEM, through NASA's unique mission, workforce, facilities, research and innovations.

Mr. Melvin began his NASA career in 1989 as an aerospace research engineer at the agency's Langley Research Center in Hampton, Va. He entered NASA's astronaut corps in 1998 and served as a mission specialist operating the robotic arm on two space shuttle missions to the International Space Station: STS-122 in 2008 and STS-129 in 2009.

Mr. Melvin earned a Bachelor of Science degree in chemistry from the University of Richmond, where he also excelled as a wide receiver for the Spiders' football team. He became a National Collegiate Athletic Association Division I Academic All American and University of Richmond Athletic Hall of Fame Inductee. He was then drafted into the National Football League, or NFL, by the Detroit Lions in 1986 and also spent time with the Dallas Cowboys and the Toronto Argonauts. After injuries sidelined his football career, he returned to academia and earned his Master of Science degree in materials science engineering from the University of Virginia in Charlottesville. He holds honorary doctorates from Centre College, St Paul's College and Campbellsville University.



**Udaya Patnaik** is a founder and principal of Jump Associates, a strategy and innovation firm. Jump helps companies create new businesses and reinvent existing ones. It helps foundations and nonprofits increase their impact. And it helps government agencies reinvent themselves, redefining their missions, envisioning new services, transforming citizens' experiences and enabling internal innovation teams. Mr. Patnaik partners with clients to manage innovation, create and commercialize new businesses, and transform organizations. He uses skills in systems thinking, facilitation and roadmapping to advise executives in technology, healthcare, consumer packaged goods, philanthropy and retail. Over the years, Mr. Patnaik has had the privilege of working with leaders at GE, Target and FedEx to solve long term strategy issues while delivering rapid results. He is a frequent speaker on using innovation to drive growth. Prior to Jump, Mr. Patnaik worked for a non-profit community and economic development firm, providing technical assistance in finance, policy, and systems improvement. He has taught at Stanford University's Graduate School of Business and holds a degree in civil engineering, also from Stanford.



**Syril Pettit** is the Executive Director of the ILSI Health and Environmental Sciences Institute (HESI) and has been with the organization since 2000. Ms. Pettit holds a Master's Degree in Environmental Management (M.E.M.) from Duke University's Nicholas School of the Environment and a Bachelor's Degree in Biology from Amherst College. Prior to joining HESI, she provided toxicological consulting services for Jellinek, Schwartz, and Connolly. Ms. Pettit has helped to guide the scientific and strategic direction for the organization and its programs for the last 12 years and has authored or co-authored dozens of scientific articles and spoken at international scientific meetings around the world on topics including biomarkers, cardiac safety, genomics, collaborative approaches to science, and other drug and chemical safety issues. Since 2007, Ms. Pettit has served as an elected Councilor for the National Capital Area Society of Toxicology and is a member of the Society of Toxicology, and American Society for Pharmacology and Experimental Therapeutics.

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**Rich Pournelle** serves as NanoRacks' Senior Vice-President of Business Development and has been involved in commercial space for over ten years. Prior to NanoRacks, he worked for investment bank Near Earth helping aerospace companies raise capital.

Mr. Pournelle spent eight years working at Mojave Spaceport as Director of Business Development for XCOR Aerospace and served as Professional Staff for the Committee on House Administration where he helped create the THOMAS legislative information system.

Mr. Pounelle holds a BA in Political Science from UCLA.



**Elizabeth Richard** is a senior strategist with Wyle's Science, Technology and Engineering Group. She is responsible for strategic planning and partnership development for the Human Health and Performance Directorate at the NASA Johnson Space Center and the NASA Human Health and Performance Center, and provides strategic consulting expertise for Wyle initiatives. Ms. Richard specializes in strategy formulation and collaborative engagement, and is experienced in open innovation, organizational change management, strategic communications, and program management in the public and private sectors. She was responsible for strategic initiatives as associate dean for external relations at Temple University, director of business development at the University of Texas Medical Branch, and management consultant for OGC Management, Inc. Her experience in human spaceflight includes development of environmental health and life support systems for the International Space Station at both the Johnson Space Center and the Marshall Space Flight Center. She received her B.S. degree in Microbiology from the Pennsylvania State University and her M.B.A. from the University of Houston.



**Julie Shannan** has created, launched and managed some of the most innovative and effective informal education programs for girls, parents and teachers. Ms. Shannan is a recipient of the prestigious "Austin Under 40" Award for leadership in Youth and Education. She currently serves on the Texas Girls Collaborative Project Leadership Council, serves on the Women Shaping Texas Advisory Committee for the Bob Bullock Texas State History Museum, a member of NASA Human Health and Performance Center, and is an advisory board member for SciGirls, a PBS show for girls and science.

Ms. Shannan graduated from the University of Texas at Austin with a B.S. degree in Biology and has developed nationally recognized science and technology programs that have been funded by Oprah's Angel Network, the Texas Education Agency and the National Science Foundation. Ms. Shannan has presented at the Texas Conference for Women, The Conference for Science Teachers Association, Expanding Your Horizons, Society of Women Engineers, Women in Technology International, and the National Science Teachers Association promoting opportunities for girls in math, science, engineering, and technology.

In addition, she has been featured in Austin Monthly, Family Circus, Mothering Magazine, The Austin American Statesman, Austin Business Journal, San Antonio Business Journal, and CosmoGirl. Ms. Shannan's passion for science and math drive her to constantly create cutting edge programs that spark girls' intellect and creativity while engaging the Central Texas community in the process.